

Marlboro Hamlet Area Public Participation Plan

Introduction

This Public Participation Plan (PPP) documents specific methods to engage, inform and educate the public about the Marlboro Hamlet Area Transportation Study. Using feedback from this process the objective of the study is to produce a land use and multi-modal transportation plan developed through a collaborative and informed process.

What is the Goal of the Public Participation Plan?

The goal of the Public Participation Plan is to provide clear information to the stakeholders regarding the Study and facilitate public involvement. In order to achieve this goal the PPP will create various opportunities to engage the stakeholders.

Who are the stakeholders and how are they identified?

Potential stakeholders include:

- People living and working in the area
- Community organizations, churches, services groups, neighborhood assoc.,
- Municipal officials
- Transportation organizations
- Traveling public
- Advocacy groups
- State & Federal environmental and economic development agencies
- Chambers of commerce/businesses
- Schools
- Opposition groups

The Advisory Committee will review these potential stakeholders during the first committee meeting and an initial mailing list will be established. The mailing list will be expanded throughout the process as people become involved through other communication methods. The Community is responsible for establishing and maintaining the mailing list.

What other communication methods are used to involve stakeholders?

Communication methods include:

Meetings

- Committee Meetings
- Public Meetings

Materials

- Initial Postcard Mailing
- Newsletters
- Project Website
- Media
- email

Briefly describe how these communication methods are implemented.

Meetings

Committee Meetings

There will be a maximum of six (6) in-person study team meetings. The consultant will have overall responsibility for scheduling and facilitating all meetings. The goal of these meetings is to guide the overall study, monitor activities and performance, and help reach consensus on the study recommendations and the final plan.

Public Meetings

There will be four public meetings. The consultant will attend and facilitate three (3) public meetings. The consultant shall also attend the fourth public meeting and shall address technical questions. UCTC staff will facilitate the fourth meeting. Members of the study team will be asked to participate.

Materials

Postcard Mailing and Newsletters

An initial post card will be developed by the Consultant and mailed by the Town of Marlborough to a mailing list developed by the Town of Marlborough. The post card will advise residents of the study effort and include the future public meeting schedule. This post card will contain brief information about the study, contact information, and project web site and email information.

In addition, the Consultant will create printed newsletters to present information on the transportation plan. The newsletter will be available on the study website, and hard copies will be copied and mailed by the Town to interested parties who do not have computer access.

Project Website

The Project web material will be created by the consultant and a web link will be created by the UCTC. The web site will be available for the full duration of the study period. The website will provide project information and updates including: study team members and their contact information, project Technical Memorandum, meeting minutes, meeting PowerPoint presentations, future public meeting schedule, and other key project information.

The Town's website and Public access TV station will also be used by the Town to display the same information.

Public Notices

Public notice of all public information meetings will be widely announced on the project website and in local daily and weekly media publications. Specific publications will be selected with the guidance of the Committee.

Email

A generic project email will be established by the consultant to receive and catalog public communications for the project. Acknowledgements will be sent within two business days.

What are the Meeting Methods and Desired Outcomes?

Committee Meetings

Committee Meeting No. 1

Committee Meeting 1 will be a review and discussion of the public participation plan, the initial post card, and initial project website content. The availability of certain existing conditions information and the roles of gathering the information will also be discussed.

Committee Meeting 2

Committee Meeting 2 will be a review/discussion of the existing conditions information leading to the first public meeting. All existing conditions information will be summarized in the form of a DRAFT PowerPoint presentation by the consultant and presented to the Committee for review and discussion.

Committee Meeting 3

Committee Meeting 3 will be a review of public input and the proposed various alternatives to address public concern. Led by the consultant, the Committee will brainstorm possibilities and opportunities within the study area – both land use and transportation related. An overall sketch plan will be developed for the corridors and the Hamlet area.

A consultant-led field walk will be scheduled on the same day as Committee Meeting No. 3 within the Hamlet area, and will be open to interested Committee members to further identify concerns and possibilities.

Committee Meeting 4

During Committee Meeting 4 the consultant will facilitate the Committee in the process of refining the documented sketch plans. To aid this process the consultant will summarize in a draft PowerPoint presentation various improvement concepts and analysis for Committee review and discussion.

Committee Meeting 5

During Committee Meeting 5 the consultant will review the draft plan and recommendations with the Committee. The summary will identify, document, and illustrate the different alternatives and recommendations. A recommended land use map and a rendering detailing preferred options for the streetscape character of the center of the Marlboro Hamlet will be presented and discussed.

Public Meetings

Public Meeting 1

The consultant will prepare a PowerPoint presentation focused on an assessment of existing conditions and will facilitate a discussion with the public to introduce the project and to obtain input on area problems, needs, and vision. Committee Members will be asked to supply any needed information for the meeting.

Handouts and materials provided by the consultant will include copies of the agenda and presentation, poster board size maps of the area, easels, poster paper, markers and colored dots for the group activity.

The following documents the goals, strategy and desired outcome of Meeting 1:

Public Participation Goal: To introduce the project and receive input from the

community. Project process and expected outcomes will be detailed.

General Public Participation Strategy:

Group Discussion

During the discussion participants will explore the future (ideal) land uses (commercial, public/institutional) and character types (village character, highway business, etc.) that would ideally be in place for each of the areas of change.

Small Group Break Out Session- "Dot Exercise"

Using supplied poster size maps of the study area, meeting participants will identify areas of stability (places in the study area that should/will remain the same) and areas of change (places that should change or are likely to change) by placing different colored dots on different areas on the map. Participants will also be given markers and blank poster paper to add any comments/recommendation.

Group Closure

Members of the public will provide an overview of comments and concerns heard during the break-out groups.

Outcome: Community concerns and ideas.

Public Meeting 2

Public Meeting 2 will be held at a mid point in the study. The consultant will prepare a PowerPoint presentation focused on the developed alternatives and will facilitate a meeting with the public to receive input and determine preferences on the presented alternatives. Committee Members will be asked to supply any needed information for the meeting.

Handouts and materials provided by the consultant will include copies of the agenda and presentation as well as poster board size examples of drafted conceptual improvements.

The following documents the goals, strategy and desired outcome of Meeting 2:

Public Participation Goal: To receive input and determine preferences on the developed alternatives.

General Public Participation Strategy:

Group Discussion

The improvement concepts will be presented along with relevant attributes, intent and function.

Small Group Break Out Session – Poster board Stations

Meeting participants will be divided into small groups and will rotate around created work stations. Each station will detail an improvement concept. There will be a list of questions at each station to facilitate group discussion. The consultant will facilitate the small group process.

Group Closure

The consultant will provide an overview of comments and concerns heard during the break-out groups.

Outcome: Community preferences and concerns regarding the alternatives. Favorable

alternatives will be identified.

Public Meeting 3 and 4

Public Meetings 3 and 4 will be held near the completion of the study effort after the Draft Marlboro Hamlet Transportation Plan has been made available for committee/public review. The consultant will facilitate Meeting 3 and will present project findings, preferred project recommendations, and responsibilities. Town Board members will be invited to attend the third public meeting.

Handouts and other materials provided by the consultant will include copies of the agenda and presentation.

The following documents the goals, strategy and desired outcome of the last two meetings:

Public Participation Goal: To present the draft final plan, and to discuss project findings, preferred project recommendations, and responsibilities.

General Public Participation Strategy:

Group Discussion

A large group discussion focused on the PowerPoint presentation will be facilitated by the consultant. Written comments will also be encouraged after the meeting.

Outcome: Specific comments on the draft final recommendations for consideration in the development of the final recommendations and final report.